Travel Alberta
Annual report 1975/76 c.2

CA2 ALTA
A56
1975/1976

ALBERTA LEGISLATURE LIBRARY
3 3398 00475 2746

1975-1976 Annual Review

Travel Alberta
CANADA

Travel Alberta is the tourism division of the Department of Business Development and Tourism.

As such, Travel Alberta is generally responsible for the development and management of programs designed to stimulate the balanced growth, productivity and diversification of the tourism industry in Alberta.

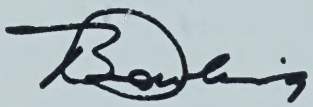
It is in many ways a unique organization in both a Canadian and international context.

Travel Alberta's influence is widely felt and respected by visitors and the citizens of Alberta alike. In its concern for fostering the growth of the private sector tourism enterprises, Travel Alberta has made a substantial contribution, one that has directly benefited all Albertans.

Due to the increased growth in the resident, domestic and overseas market, Alberta's tourism industry continues to grow at a rapid pace. As the third largest industry in the province, its programs are designed to stimulate the balanced growth, productivity and diversification of the tourism industry in Alberta.

The programs and accomplishments for 1975/76 are contained in this report.

It is my honour to submit to the Government and people of Alberta the Annual Review for Travel Alberta for the fiscal year ended March 31, 1976.



R. W. Dowling
Minister of Business
Development and Tourism

In reviewing 1975–76, one recalls a number of developments which took place in the tourism division. The most significant, perhaps, was the incorporation of Travel Alberta into the Department of Business Development and Tourism. Previously, Travel Alberta reported to the Minister of Consumer and Corporate Affairs. With the reorganization (which is outlined on p. 19) Travel Alberta's mandate and philosophy became that of Business Development and Tourism. Seven priorities were established by the Minister of Business Development and Tourism. They are: small business development; decentralization and planned development of new destination areas; community economic development; resource upgrading; diversification of the economy, and socio–economic development of the North. With these priorities Travel Alberta established its goals and objectives for the future.

Travel Alberta's primary marketing program continues to develop Alberta as a major year–round travel destination. We are beginning to see success in this area. During the past year we have seen an increase in tourism traffic in the shoulder seasons and new products are being developed in order to extend the tourism season. Rather than promoting summer and winter products only, we are able to mention spring, summer, fall and winter activities.

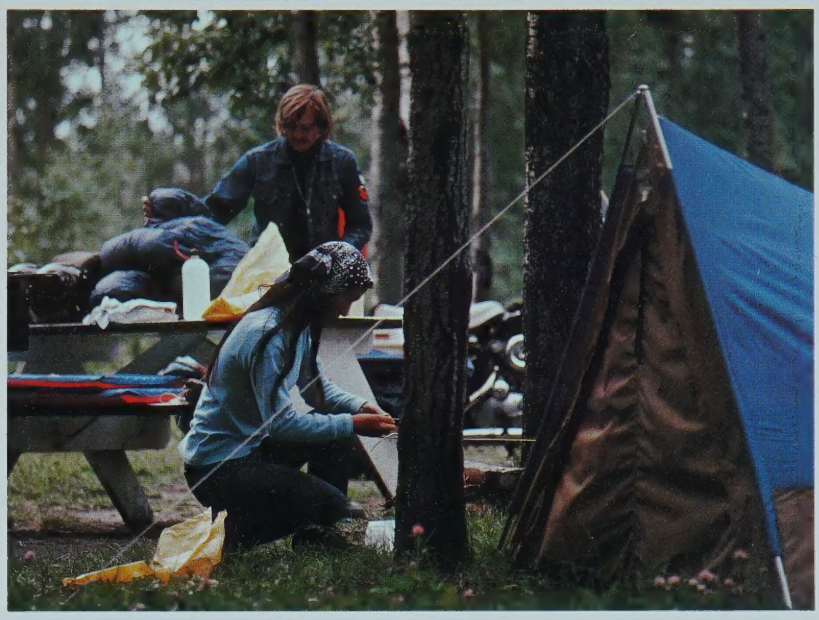
For the first time in 1975 Travel alberta embarked on cooperative advertising campaigns whereby the private sector and Travel Alberta coordinated portions of each advertising budget. Through these cooperative campaigns with the private sector, both partners are able to maximize their promotion dollars and thus increase the efficiency of budgets.

Another important program initiated during 1975–76 was the inception of the Convention and Incentive Travel Program. The purpose of this program was to study the two highly specialized markets in order to determine what role Travel Alberta might play in support of the private sector. We expect the Convention and Incentive Travel Program to be regarded as a major marketing objective within the next five years.

With this introduction I would like to thank those at Travel Alberta who have assisted in these programs.

D. A. Hayes
Assistant Deputy Minister
Tourism

Administration



Again this year the Travel Alberta Zone Assistance Program (TAZAP) was one of the highlights of Travel Alberta's administrative activity.

The essential purpose of TAZAP is to provide a method or operating framework that allows the 14 individual member zones of the Travel Industry Association of Alberta (TIAALTA) to complement promotional programs of Travel Alberta with individual zone promotions.

In support of this purpose, a total of $350,000 was distributed among the zones through a review board composed of two representatives from Travel Alberta and three from TIAALTA. The funds were apportioned according to need and request in the following designation:

Zone	1975–76 Appropriation
1	$ 39,500
2	21,500
3	17,500
4	17,500
5	22,500
6	17,500
7	22,500
8	18,500
9	27,500
10	42,500
11	41,300
12	28,500
13	13,700
14	19,500
Total Approp.	$350,000

Travel Alberta completed its 1975–76 year just slightly under its $3 million budget. Expenditures were categorized in the following manner:

Administration	$ 638,700
Planning & Development	375,000
Marketing	512,300
Travel Information Services	1,103,100
Travel Information Centres	233,000
Field Offices	82,900
	$2,945,000

These funds were used for a wide variety of purposes including the expansion and upgrading of facilities at some existing sites and site development of Travel Information Centres.

Planning and Development Branch

The Planning and Development section within Travel Alberta was charged in 1975–76 with continuing responsibility over the general areas of manpower planning, plant development and tourism industry research.

Manpower Planning

The general task of manpower planning is to examine the manpower and education–training situation in the industry, to analyze existing problems and work toward the development of solutions.

In the area of education for the tourism–hospitality industry, an annual tourism program inventory was completed. The inventory now includes all tourism–related programs available at all post–secondary institutions in the province.

In this connection, Travel Alberta again participated in scholarship programs with both the Northern and Southern Alberta Institutes of Technology. The total Travel Alberta grant of $925 in scholarships was apportioned in this way;

S.A.I.T.

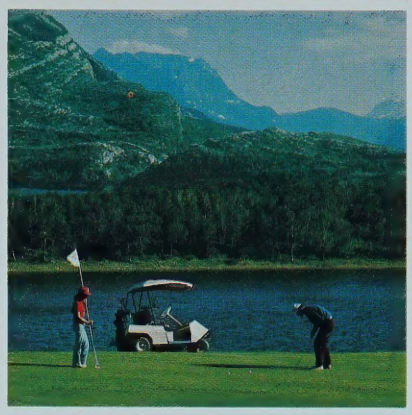
Hotel and Restaurant Management	$200.00
Commercial Cooking	225.00
Total Grant	$425.00

N.A.I.T.

Commercial Cooking	$500.00

Travel Alberta's scholarship involvement is currently being upgraded with a view toward expansion as other educational institutions in the province establish tourism related programs.

Representatives of planning and development are members of the advisory committees of



N.A.I.T., S.A.I.T. and Grant MacEwan College. The department also maintains close liaison with the National Advisory Committee on Accommodation, Food and Beverage Services.

Planning and development staff also participated on the Provincial Advisory Committee (PAC), an industry–government body established in 1974 to investigate manpower and training requirements for the tourism–hospitality industry.

To help define existing problems, two studies for PAC review were done in 1975–76. They were, the Survey of the Labour Situation in the Accommodation, Food and Beverage Services Industry in Alberta and a report on problems in the service industry.

Development

In broad terms, this section is responsible for identifying needs for new facilities, events or attractions and for developing programs to foster the balanced growth of the tourism plant in Alberta.

A number of major studies were conducted under the supervision of Planning and Development during 1975–76.

Some of the studies were:

Ski Industry Evaluation Study

This study began in March 1976 and is expected to be completed in March 1977.

It examined the demand for skiing in Alberta and the impact of the industry on the supply of existing ski facilities.

As well, it will provide an economic analysis of the ski industry in Alberta.

Information for the study was gathered by a team of consultants using a variety of survey techniques.

Trail Study

The Trails Task Force, formed by the Alberta Government Recreation Committee, was assigned to examine trail requirements in Alberta and analyze the feasibility for development of a comprehensive trails system in the province. The study, started in May 1975, established a concept for a trails system and covered areas such as trail classification and trail–user systems.

Planning Situation and Strategy Report (PSSR)

Originating under the Travel Industry Development Program, the PSSR was to examine existing tourism demand and its impact, and provide a complete inventory of tourism–serving facilities in the province. A brief outline of trends and forecasts of the industry was also included. This report will be the first in a series which will eventually form a base for the integrated planning and development of the tourism plant in Alberta.

Travel Industry Development Program

The Travel Industry Development Program (T.I.D.P.) was a federal financial assistance program for tourism development in Canada.

Planning support under T.I.D.P. was based on the assumption that if a rational tourism development program was to be made possible, various tourism related activities must be co–ordinated. This co–ordination was to become the responsibility of one specialist agency responsible for tourism which in this case, was the Canadian Government Office of Tourism (C.G.O.T.)

T.I.D.P. was announced in August of 1972, and contained a 50/50 cost–share program with the provinces. Funds were to be used for the formulation and implementation of projects identified in tourism development plans. The total allocated to Alberta over a three–year period was $4.7 million.

T.I.D.P. was cancelled on March 31, 1976 due to budgetary constraints in C.G.O.T. and the inability of the provinces to utilize the total funds allocated to them on an annual basis for tourism development and planning.

Alberta's participation in the program in the 1975–76 fiscal year was as follows:

(a) Planning Situation and Strategy Report
(b) Reservations Alberta

Reservations Alberta

With the objective of providing more orderly use of tourist facilities and redistributing traffic to other areas of the province or to the "shoulder" months of the season, Travel Alberta became involved in the development of a computerized reservations system.

It became apparent, however, that the Reservations Alberta concept would not be feasible for implementation. Due to high costs in developing the program, accommodation operators felt the province was not ready for such a system.

Research

Throughout the 1975–76 fiscal year, members of the research section provided support services in statistical research and program evaluation to other Travel Alberta branches. Their general section assignment revolves around preparation of tourism market demand and industry supply data.

The development of a report, entitled "Tourism in Alberta" outlining the current situation of the industry, the impact of tourism on Alberta's economy and existing facility demand was one of research's major tasks for 1975–76.

It is expected the report will be revised annually to reflect current information and be available for public distribution.

Planning and Development also provided consulting services and other assistance to various industry sectors involved in tourism plant development. For example, consulting aid was given to the Alberta Opportunity Company, in the evaluation of recreation – tourism proposals. The Alberta Opportunity Company directed a total of $5,354,000 to the development of tourism facilities in the province.

Conventions and Incentive Travel

The essential purpose of Travel Alberta's conventions and incentive travel program is to study these highly specialized markets to determine the role the department can fulfill in support of the private sectors.

For example, support in the area of conventions consisted of assistance to local groups in bid solicitations and on–site servicing of conventions meeting in Alberta. Financial and manpower support were also given to Calgary and Edmonton during sales blitzes in eastern Canada.

In co–operation with the Canadian Government Office of Tourism, Travel Alberta entered the international convention market with the intention of establishing an awareness of the province and determining the extent of interest in Alberta as a meeting destination.

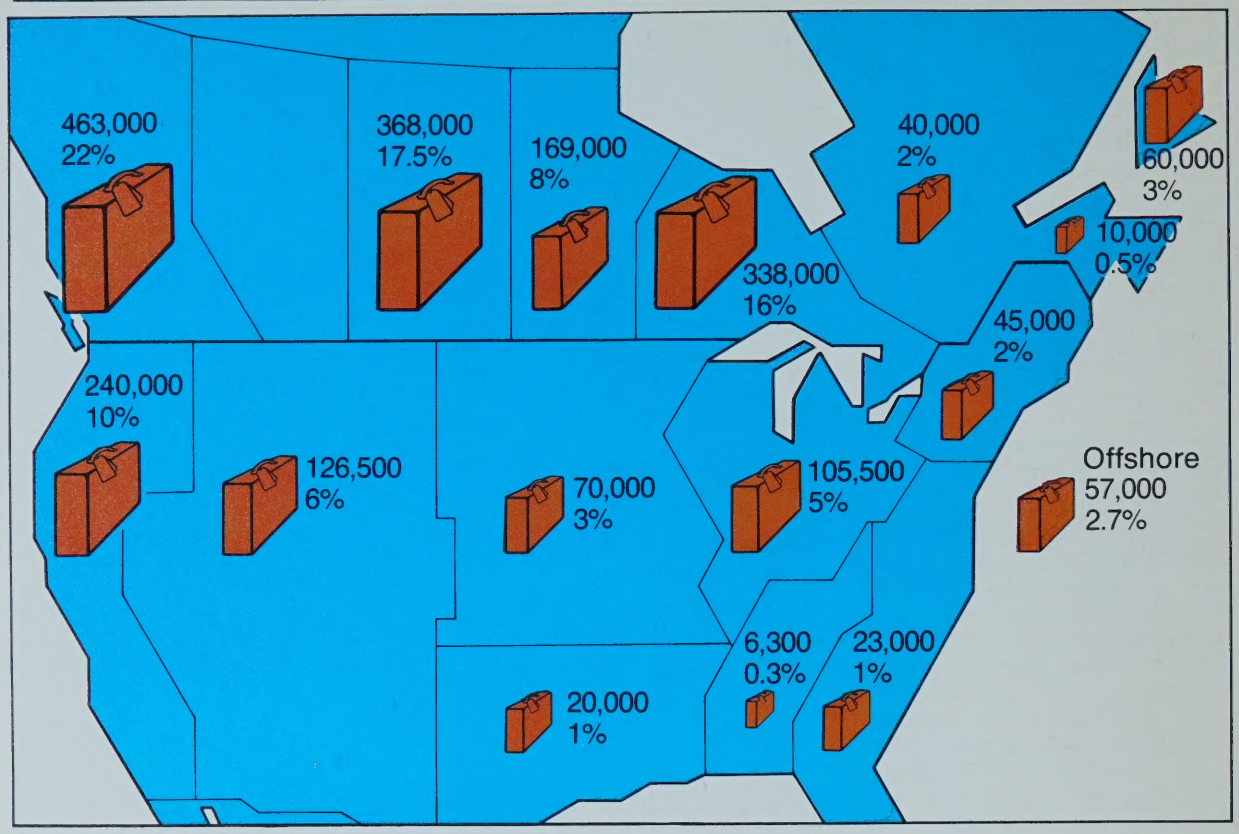
Results of such a plan will be manifested over a long term.

Incentive travel, defined as reward travel used as a company's motivational tool, also received some attention through representation at two major meetings in the United States during 1975–76. Valuable contacts were established and exhibits assessed with a view to future participation.

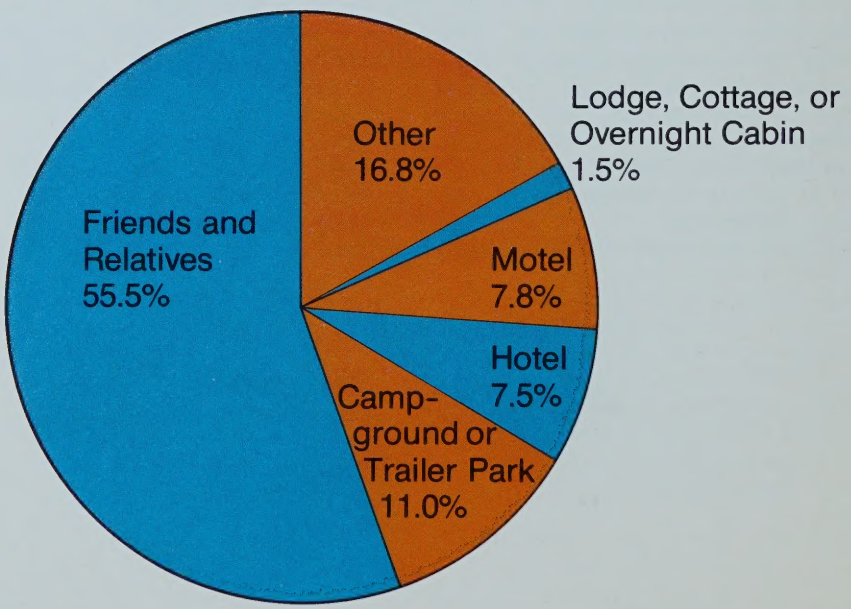
In co–operation with the C.G.O.T. and the private sector, Travel Alberta hosted the top representatives of the largest incentive travel house in the U.S., the Maritz Corporation. As a result of this joint venture Alberta's revenues in incentive travel are estimated to reach $3 million over the next three to four years.

With the department's reorganization in 1975–76, this program was transferred to the market development section.

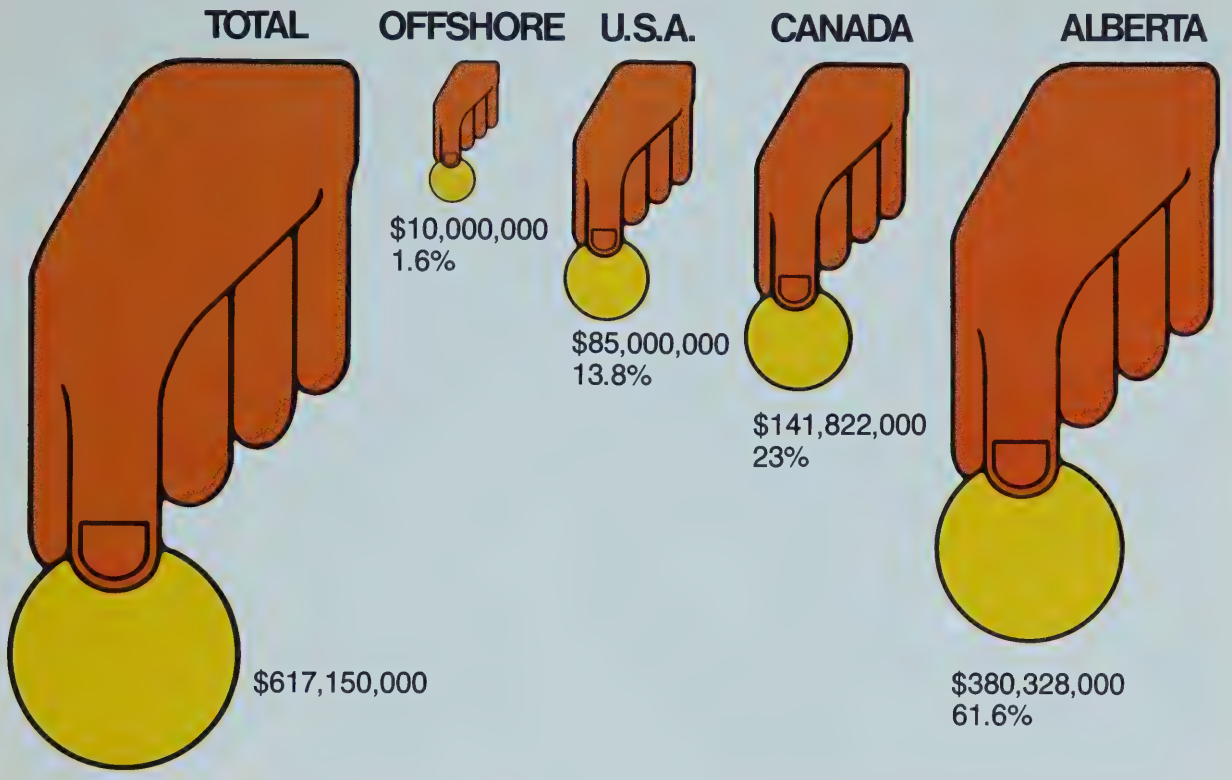
Origin of non-resident visitors to Alberta



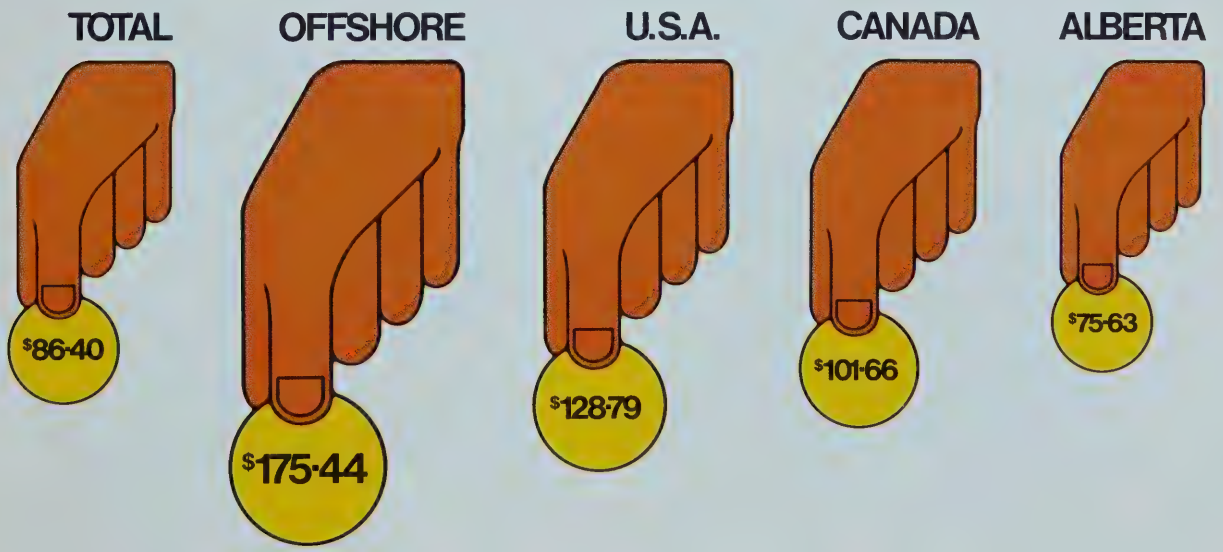
Accommodation usage by Canadians



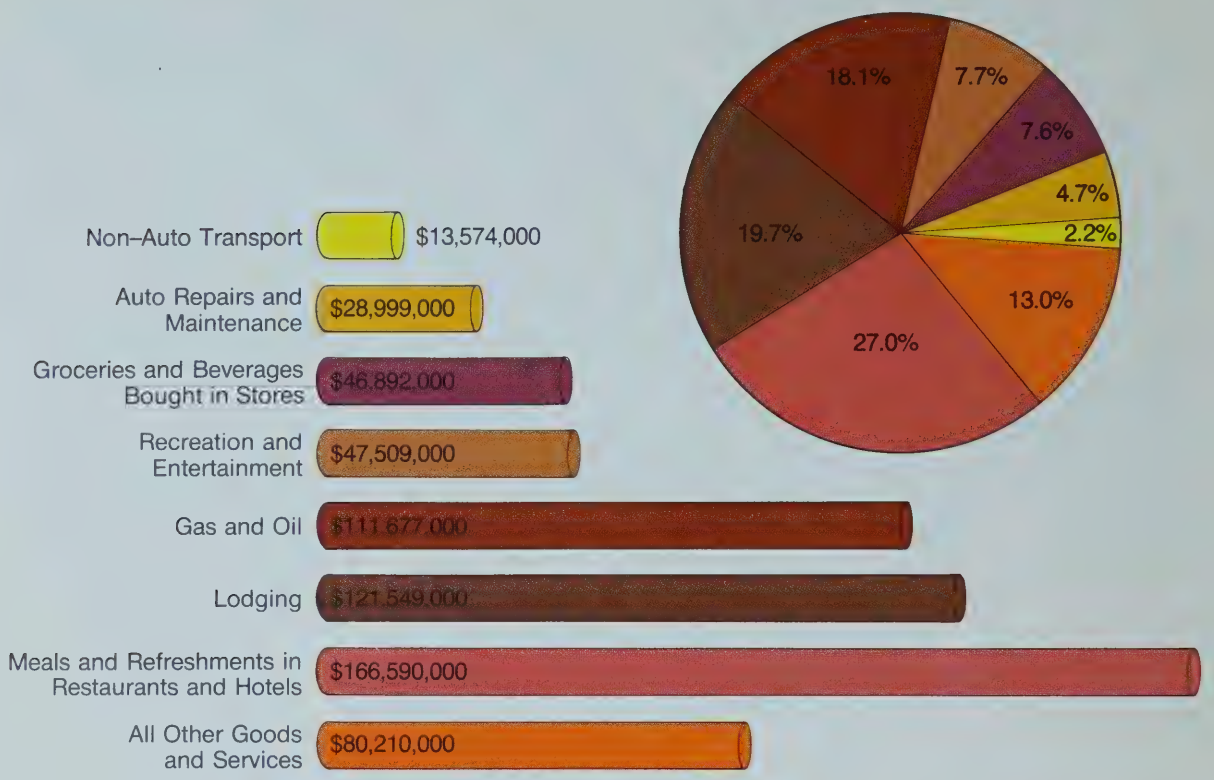
Expenditures in the tourist industry by visitors by origin



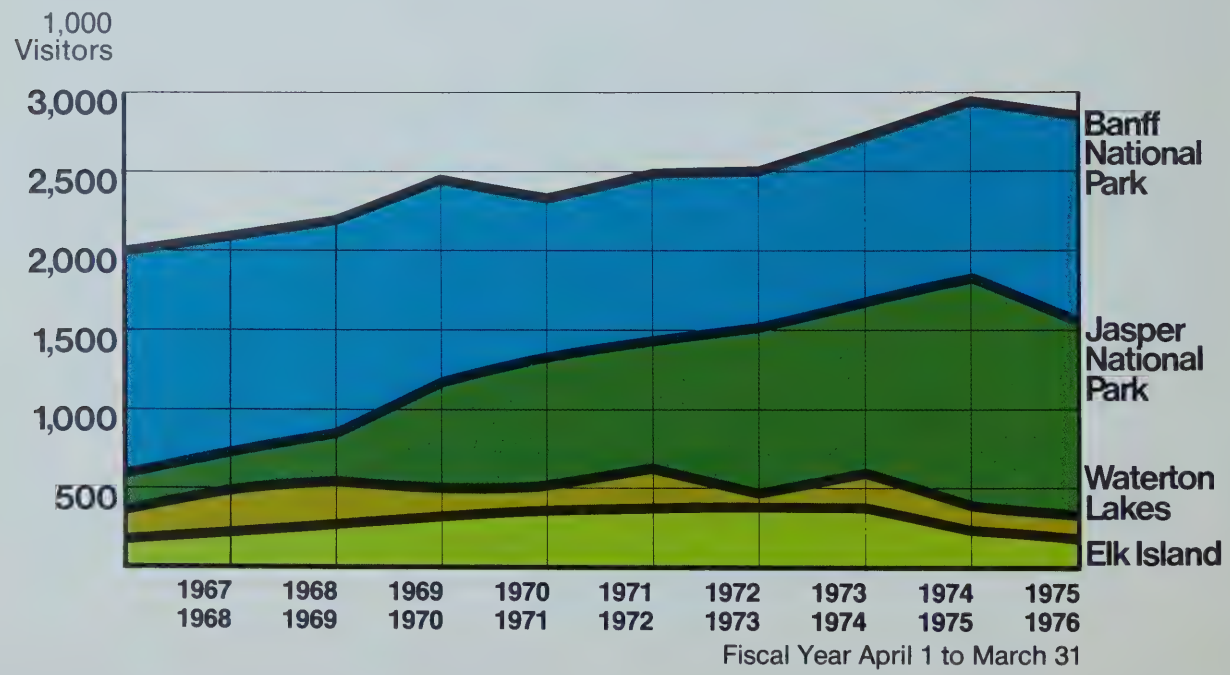
Per capita expenditure of tourist on visits in Alberta



Where the tourist revenues go



Attendance at National Parks in Alberta



Marketing Branch

Advertising, publicity, merchandising and personal sales enclose and define the operations of marketing at Travel Alberta. Their branch objective is to ensure that Alberta receives its fair share of the world tourism markets.

In general, 1975–76 marketing activities concentrated on a select number of concerns. One of the top priorities of the branch remained to encourage Albertans to travel within their own province. For instance, intensive winter and summer advertising campaigns invited Albertans to explore their province, appreciate its heritage and enjoy the enormous variety of activities it offers.

Other promotions spoke to eastern Canadians, the Japanese, the British, Europeans and, of course, Americans. Emphasis in major distant markets kept to the development of group travel by mass transportation. This reflected a desire at Travel Alberta to coordinate marketing objectives with federal energy conservation policies.

Familiarization Tours

A continuing program of familiarization and educational tours (often called "fam" tours) was an integral part of the 1975–76 marketing plan. Eleven travel agent tours were conducted in co–operation with the Canadian Government Office of Tourism, Air Canada, CP Air, Western Airlines, Northwest Orient and Hughes Airwest.

On several of these tours, a wholesaler was included as a partner to provide a "product testing tour", where the agents experienced portions of a package being offered to the consumer. These tours were composed largely of travel agents from eastern Canada, the U.S., Japan, Scandinavia, Germany and the U.K. In total, more than 230 agents were given a firsthand look at Alberta.

Visit Canada Tour Program

Conducted in co–operation with the C.G.O.T., the Visit Canada program is a familiarization tour for the media – travel writers, photographers and film crews.

Over 50 persons attended the tours in various areas of Alberta and provided valuable publicity in Travel Alberta's prime market areas.

While it is difficult to measure the impact of this program in straight space–cost terms, many hundreds of thousands of dollars of publicity and advertising space was obtained for a few thousand dollars of expenditure.

Winter and Ski Co–operative Programs . . . Sssnowmotion

Small and medium sized ski resorts in Alberta outside the traditional mountain areas experienced a 14 per cent increase in attendance in the 1975–76 season as a direct result of marketing's Sssnowmotion promotion.

The program was designed to help provincial ski areas achieve greater mass recognition and thereby increase traffic.

Originally, the campaign was based on a cost sharing basis; in the future it is anticipated that the private sector will shoulder an increased share of costs. In all, Travel Alberta contributed $25,000 of the 1975–76 campaign.

Major Destination Ski Area Joint Campaign

A plan similar in some principles to Sssnowmotion was devised to allow Travel Alberta to join with the Banff resorts of Lake Louise, Mount Norquay, and Sunshine Village and Jasper's Marmot Basin, co–ordinating advertising and literature production.

The advertising campaign was limited to skiing publications in Canada and the U.S. An attractive four area ski brochure was produced and distributed among the travel trade,

the media and consumers.

The same major ski areas also received Travel Alberta's support in ski show campaigns in the United States.

Ski Co–operatives with Travel Wholesalers

The ski co–operatives program was organized on a shared cost basis with major wholesalers and airlines. Its purpose was to develop scheduled ski traffic from the target market areas of San Francisco and Chicago. As well, this program was intended to provide aid to two new inclusive tour charter operators from Eastern Canada.

Jasper Ski Train

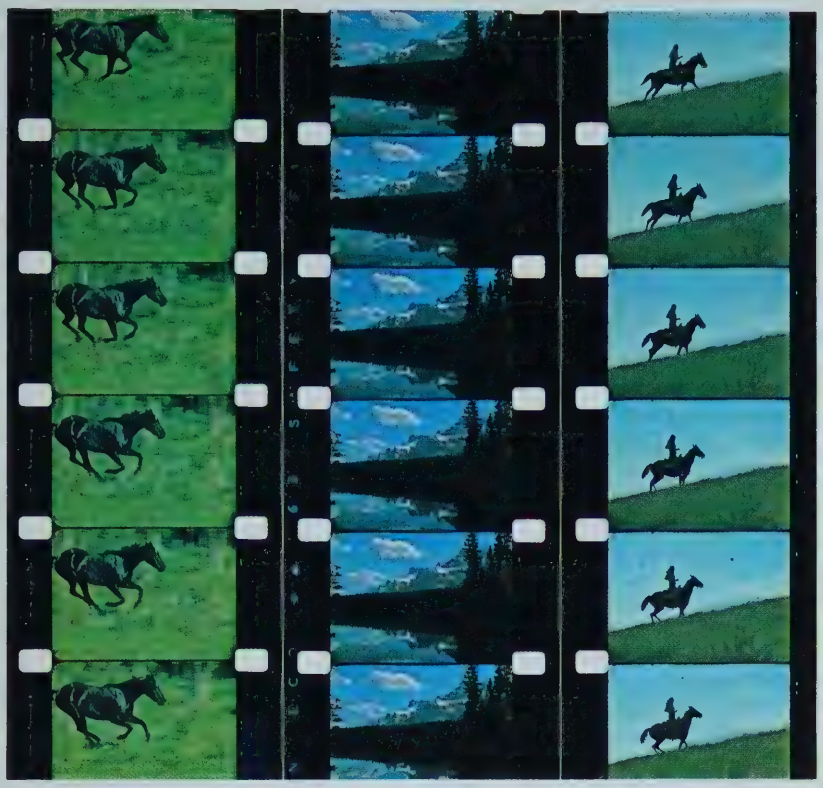
Early in the 1975–76 year, marketing at Travel Alberta participated in a co–operative advertising campaign supporting the Jasper ski train.

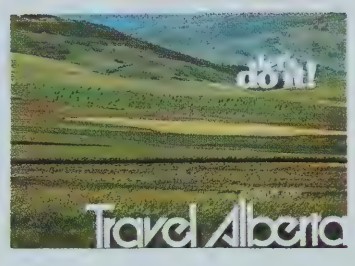
A total of $2,000 was allocated to the promotion. Additional support was provided in the form of direct mailings to previous ski train customers.

The major objectives of the ski train were:

(1) to encourage greater use of the ski facilities available in Jasper
(2) to ease congestion along Highway 16 west and thereby help reduce the accident rate
(3) to regenerate the use of the train as a transportation vehicle, particularly for tourists.

During the campaign, six trains carried 899 passengers at a total package cost of $69.95 per person.





Advertising

The 1975–76 fiscal year for Travel Alberta advertising was one that saw markets across Canada, in California, Chicago/Minneapolis and the United Kingdom exposed to a select number of carefully tailored messages and themes.

No single major theme was used in 1975–76. Instead, the two most pervasive themes became "Feel Free. Travel Alberta." and "September Song. Travel Alberta."

Out of province advertising consisted of television, radio, print and outdoor. Generally, these media carried the same messages that appeared in Ontario and California markets. And this year for the last time, the "Lets Do It" campaign was used for television in Alberta.

Francis, Williams and Johnson Ltd., acted as Travel Alberta's advertising agency and counsel in 1975–76.

C.G.O.T. Consortia

In the 1975–76 year the Canadian Government Office of Tourism approached Travel Alberta and other provincial travel organizations with a unique plan to co–ordinate all travel promotion efforts under a common approach.

In reviewing provincial priorities, the C.G.O.T. found a large degree of commonality in objectives of the C.G.O.T. and the provinces. This commonality was strongest in the areas of tour development, promotion, market selection, plant development and destination sell.

By grouping efforts under an umbrella theme and using co–ordinated media scheduling, individual budgets could work together to achieve objectives in each province's prime market areas. Such a strategy would result in some significant economies.

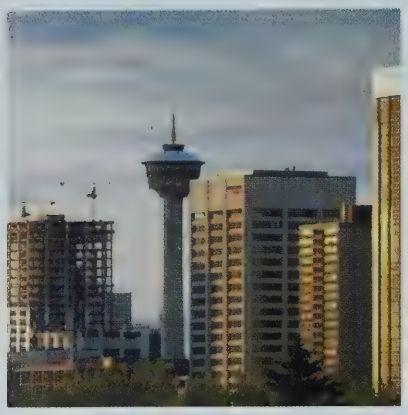
This plan became known as the C.G.O.T. consortia. Travel Alberta enjoyed some important benefits under the plan, particularly in terms of awareness, continuity and exposure in promotion.

Other Programs and Activities

A wide variety of other activities within marketing were conducted in the 1975–76 year.

For example, the marketing staff prepared a report outlining a marketing development plan for the commercial trail–riding industry.

The outline spoke to such issues as market potential over a four year period, the current status of the industry, and assistance available through Travel Alberta for industry development. The plan was presented to various agencies for their information and comment.



Evaluation studies in new areas of the province to ascertain package development potential were also conducted. And in an effort to investigate new markets for Alberta's travel product, two seminars – one in Mexico and one in Georgia – were conducted in co–operation with the C.G.O.T.

As a result of increased marketing activities, some new package tours were initiated. These tours included fly–drive packages from California and Chicago and an excellent ski package from Los Angeles.

Travel Alberta also provided direct assistance to the country vacation program, "Alberta Country Vacations", the intent of which is to develop a farm and ranch vacation industry. This type of vacation is becoming increasingly popular.

Field Office Operations

Travel Alberta has expanded the effectiveness of its operations, regionally and internationally, through the establishment of field offices in Calgary and London, England.

Calgary

The Calgary field office was created in the 1972–73 fiscal year. Its purpose at that time was to provide strong representation and counselling services in southern Alberta.

With Travel Alberta's reorganization, this office was realigned with marketing and now performs not only counselling duties but marketing services for the head office as well.

Calgary field office address:
Alberta Hotel Building
4th Flr. Penthouse
808 1 St. S.W.
Calgary, Alberta T2P 1M9
(403)–261–6574

London

The London office of Travel Alberta was established in the 1973–74 fiscal year and is responsible to the Director of U.K./European operations who is located in the office.

The prime responsibility of the office is to co–ordinate promotional efforts with air carriers and wholesalers and increase awareness of Alberta within the European market.

Due to the importance of convention business to Alberta, the field office also strives to seek out convention potential for the province in Europe and provide assistance to European convention planners.

The development of an assessment of what the European market is looking for in Alberta is an annual project of the London office which is of particular interest to head office.

Using the findings presented in the report Travel Alberta can work more effectively toward the development of a saleable product for the overseas market.

In terms of volume of visitation the two major European markets are the United Kingdom and Germany. Other countries are continuing to show greater interest in Alberta. In 1975, the European visitors' volume increased by 24 per cent over the previous year.

Travel Information Services Branch

Providing the travelling public with information in the form of travel brochures, maps, accommodation listings and other travel information is the main responsibility of this branch.

In so doing, the branch maintains a substantial amount of personal contact with the public.

Several subsections operating within the branch help ensure operations continue efficiently.

Travel Counselling

Travel counselling responded to a total of 69,294 enquiries in the 1975–76 year. This figure is lower than the total for 1974–75 for a number of reasons. The lower amount of direct enquiries reflects the elimination of coupon advertising, and a more selective marketing approach.

The postal strike in November, 1975 had a significant effect on the decline also.

Enquiries for Travel Alberta Literature By Month April 1975 to March 1976:

	Total	Telephone Enquiries
April	18,468	412
May	7,446	466
June	9,105	510
July	8,052	364
August	4,637	168
September	4,137	199
October	2,480	167
November	Mail Strike	
December	1,975	28
January	3,512	207
February	4,379	225
March	5,103	340
Total	69,294	3,086

Travel counsellors participated in travel shows in Minneapolis, Toronto and Vancouver. The prime task of the counsellors was to assist in promoting Alberta as a tourist attraction.

Research and Reference

Members of this subsection are generally responsible for providing a distribution and storage system for all types of historical data and other tourism related information.

Activities in 1975–76 also included publication of Travel Alberta Talk (T.A.T.). Distributed to 1,300 readers, this in–service, industry newsletter was published four times. Preparation of the travel counsellors manual and events calendar was also undertaken.

"Weekend Alberta"

The thirteen week television series was repeated in 1975–76. Shown on the C.B.C. and CTV networks throughout the province, the series was an integral part of Travel Alberta's "in Alberta" promotional campaign. The reference unit was involved in the initial editing of this program.

The Speaker's Bureau was engaged in a number of direct speaking engagements and audio–visual presentations on Alberta's tourism story. Organizations in the travel trade, government and private sectors had the opportunity of listening to a guest speaker from Travel Alberta's Speaker's Bureau.

The bureau was established as a separate entity in September 1975 after being under the jurisdiction of the reference unit.

The bureau was called to a wide variety of diverse occasions. Other activities included organizing Travel Alberta's slide library and participating in travel shows in Canada and the U.S.

1975–76 Information Program

The literature program for the 1975–76 fiscal year revolved around a co–ordinated information kit.

Contained in the kit was:

1) an accommodation guide outlining Alberta's approved hotels and motels and providing a listing of camping facilities within the province.
2) an "Adventure Guide" displaying the beauty of each of Alberta's 14 tourism zones
3) a roadmap published in cooperation with Alberta Transportation
4) an events calendar which acted as a listing of Alberta's tourism events for the entire year
5) a booklet entitled "Get to Know it by Heart" which was used to replace the larger Adventure Guide at travel trade shows
6) Action Country, a ski brochure showing Alberta's major ski destinations for markets outside of the province
7) the "Discovery Guide", a broadside folder used as a convention mailing piece.

While some literature was produced specifically for 1975–76 year, other pieces were repeated from previous years. All of the literature produced between September and January was ready for distribution in mid–January when a heavy flow of requests for information generally begins.

Distribution Services

The delivery of brochures, information and materials to residents and non–residents, travel trade and federal, provincial and municipal government agencies on an international scale are among the most important functions for this group.

In total, 2.45 million individual pieces of literature were distributed during 1975–76. The bulk of the distribution went to Alberta – 57.6 per cent. Ontario received 16 per cent with the remaining literature distributed to other places in Canada, the U.S. and a number of foreign countries.

Tourist Accommodation Inspection

Three inspection officers were engaged in this program during the 1975–76 fiscal year. More than 810 establishments were inspected from May 1 to October 30, 1975; 288 in the southern region, 248 in the central region and 275 in the north.

The three officers logged a total of 21,555 miles in inspecting accommodation in all regions of the province.

Campgrounds Standards

Travel Alberta was a member of a technical task force, formulated to investigate the feasibility of upgrading the existing campground standards. The main purpose of this program is to enable more campgrounds (private and public) to be incorporated into the Travel Alberta

Accommodation Guide. Through this system it is hoped that many of the "primitive" campgrounds not included in Travel Alberta's literature will come to be included in future publications.

Currently, the technical task force is meeting with the campground co–ordinating committee to review the proposed standards.

Technological Improvement

In 1975, Travel Alberta formally requested the Alberta Government Data Centre to design a computer system which could provide the following capabilities:

1. high speed label production replacing the former Cheshire card system
2. distribution reports with minimum staff intervention
3. mailing list activities as required by the marketing group
4. inventory control
5. highlight communication lines in order that information services might plan staff activities more efficiently, and
6. custom high–speed letter production for Travel Alberta.

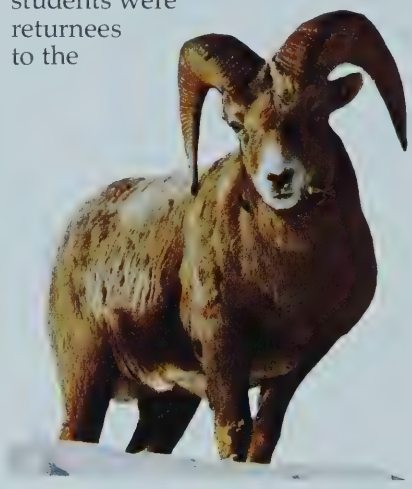
By March of 1976, the Travel Alberta Processing System (TAPS) was providing each of these services, except the mailing list activities. It is anticipated the mailing list feature will be operable in April, 1977.

Travel Information Centres (T.I.C.)

A total of 138,634 parties visited the T.I.C.'s in 1975, a 29 per cent increase over 1974.

Part of this increase can be attributed to new site openings in Hythe, Jasper and Wetaskiwin. Not including these three sites, attendance was up 13 per cent over 1974.

Seventy six students from post–secondary institutions in Alberta were employed as travel counsellors at the T.I.C.'s during the summer, 39 of these students were returnees to the program from a previous year.



Travel Information Centre Survey

The main objective of the survey, conducted in the summer of 1975, was to obtain a basic demographic and socio–economic profile of the persons visiting the centres. Information on the origin of visitors and the nature of their visits was also gathered.

The study was completed in November 1975 and yielded the desired information. The survey also indicated a great majority of visitors were highly satisfied with the level of service provided at the travel information centres.

Manpower/Training Program

Through the speaker's bureau, the training program for summer travel information centre counsellors was carried out for the second consecutive year.

The program consisted of a three–day seminar emphasizing the areas of value of tourism, and the hospitality information requirements for counselling the travelling public.

From the program, a series of half–day sessions with travel counsellors from the Travel Industry Association of Alberta (TIAALTA) tourist zones was undertaken. A total of ten zone presentations were made.

Travel Alberta Reorganization

Near the close of the 1975–76 fiscal year, Travel Alberta initiated major changes in its organization.

The Planning and Development Branch was transformed into the Travel Development Branch. In broad terms, the new branch became responsible for the development of strategies which would optimize the implementation, evaluation and improvement of the tourism plant in Alberta.

Other facets of the branch's activities included travel industry performance measurement, an improved ability to forecast tourism demand as an aid to development and marketing decisions, to help encourage private sector investments into tourism, and assist medium or smaller tourism oriented businesses in the province.

The reorganization further included the designation of three new subsections within the branch, planning and development, research, and evaluation and improvement.

The new planning and development subsection was assigned to a two-fold task of identifying needs for new facilities, events or attractions and of formulating programs to foster the balanced growth of the tourism plant in Alberta.

The assigned duties of the research subsection are many. They revolve around the preparation of statistics showing the tourism market demand and the industry supply. Other formal responsibilities include the development and interpretation of tourism impact, expenditure and project evaluation models, performance, and trend indicators as well as the execution of financial cost–benefit studies pertaining to tourism.

In some ways, the activities of the evaluation and improvement subsection are complementary to those of planning and development. They further include the design of methods to evaluate development programs and measure their effectiveness in terms of improvement.

Recognizing that the newly organized Travel Development Branch performs supportive functions for all other Travel Alberta branches and with a view toward the needs of a number of new projects, the existing staff of five was expanded by the addition of one research officer and three development assistants.

As with the Planning and Development section, Marketing underwent a dramatic evolution. From a structure with responsibility over market sales and advertising, Marketing became a completely integrated marketing unit encompassing market sales, development and services.

The new mandate of Marketing which accompanied the reorganization is to develop a marketing strategy and merchandise programs which will help secure Alberta's fair share of the world tourist market.

The market sales section was assigned two broad tasks. Its prime function is to take available products in Alberta to the marketplace. Its second major function is to investigate potential markets to determine those markets' needs and desires. Once determined, information on these factors is reported to market development for evaluation.

The general responsibilities of market development include studying the travel potential of all areas of the province, seeking new destinations and products and ensuring all programs are of true economic benefit to the private sector.

Market services performs a service function within the marketing branch. Its responsibilities include provision of merchandising items for use in marketing programs, and provision of literature and advertising support.

Market services is assisted in its role by Public Affairs, a division of Government Services.

Visitor Services

As a result of the reorganization the former travel information services section was divided into two sections: Travel Information Services and Industry Relations.

The prime task of the branch is to initiate a visitor services and communications strategy for effective information systems, hospitality services and standards of industry operation. Further responsibilities include liaison with government and private sector organizations to determine priorities on the allocation of resources.

Travel information services

section was given the broad task of providing general travel counselling services, distributing a wide assortment of publications, providing speakers to interested groups and maintaining data relating to the history of tourism in Alberta.

The industry liaison section was charged with similarly wide ranging assignments. Essentially, it concerned itself with the pressing needs of the tourism industry in developing a better plant and professionalism in its services.

0 1633 1025 1315

Travel Alberta offices are located at:

Edmonton, Alberta
Capitol Square, 12th Floor
10065 Jasper Avenue
Edmonton, T5J 0H4

Calgary, Alberta
4th Flr., Alberta Hotel Bldg.
808 1st S.W.
Calgary, Alberta T2P 1M9

London, England
Alberta House
37 Hill Street, W1X TFD
AC–01–499–3061

Alberta
BUSINESS DEVELOPMENT AND TOURISM
Travel Alberta

XI Commonwealth Games
EDMONTON 1978

Printed in Canada

Digitized by the Internet Archive
in 2026 with funding from
Legislative Assembly of Alberta - Alberta Legislature Library